

## **Healthy Food Business Coordinator**

City of Seattle's Office of Economic Development (OED) is seeking a full-time, two-year grant funded position to coordinate a pilot project with corner stores in Seattle and South King County.

The "Business Incentives for Healthy Food Project" is part of the "Communities Putting Prevention to Work" (CPPW) grant, which includes nutrition education and integrates market-based access to affordable, nutritious food in low-income communities where there is a high instance of diet related diseases. The CPPW grant is a two-year project funded by the Centers for Disease Control and Prevention. The project is a partnership between Seattle King County Public Health and OED.

Using best practices of national models, building on the success of local initiatives and engaging community partnerships, OED is creating a pilot project to engage corner stores in the Southeast Seattle, Seattle Central District, Southwest Seattle and South King County to increase the amount of healthy food available through retail outlets in these under-served communities.

Key outcomes of the project include:

- Increase availability of healthy food and beverage products in selected communities
- Increase in capacity of businesses to effectively participate in WIC/EBT
- Increase capacity of store owners to profitably sell healthy food
- Increase demand for healthy products in the participating businesses through marketing and improvement in overall shopping environment/experience – improve store appearance, lighting, merchandising
- Provide businesses with loans and/or technical assistance that increase access to healthy food.
- Leverage grant resources with outside resources

The Healthy Food Business Coordinator position is based in OED and is a part of OED's Business Services Team. The position is expected to travel to Southeast Seattle, Southwest Seattle and South King County on a regular basis.

### **KEY RESPONSIBILITIES**

- Lead OED's efforts to develop and implement an economic development strategy for the local food sector.
- Establish collaborative relationships with a variety of partner organizations involved in the project including community organizations, technical assistance providers, local lending organizations, as well as the participating corner stores in Southeast Seattle, Southwest Seattle and South King County. Work with local outreach partners to recruit stores into the program.

- Coordinate with technical assistance providers to assess needs of participant stores, match them with appropriate initiative services, or find other needed services, to support project goals. Services may include: advertising and marketing assistance; mentoring and coaching, food display assistance (*placement within the store, cleanliness, prices, etc*), voucher programs to support shopping, loans or grants to purchase equipment or make façade improvements, etc.
- Work with oversight committee to troubleshoot problems, recommend policy changes and integrate program with broader initiative.
- Work with oversight committee to establish a program evaluation system. Participate in developing data collection tools, and collecting and analyzing the data to evaluate changes made in the stores.
- Assist in the development and implementation of marketing strategies to increase the connection between participant stores and neighborhood residents.
- Conduct outreach and provide education to corner store managers and customers about benefits of increasing healthy food options in their stores and patronizing the local businesses; as part of outreach efforts, inform corner store owners of rebates and financing available to make it feasible for installation of energy efficient refrigeration and other equipment.
- Perform related duties as required.

## **REQUIRED QUALIFICATIONS**

- Bachelor's degree with at least five years of progressively responsible experience in business development, marketing, finance, economic development or related fields. Valid WA state driver's license.
- Experience in community outreach and working with diverse cultures.
- Self-starter who can take direction and contribute creative ideas.
- Able to work independently on projects while meeting deadlines.
- Strong project management experience.
- Additional language capacity a plus.

## **DESIRED QUALIFICATIONS**

- Demonstrated experience working with small business owners and/or knowledge of Seattle's food industry.
- Possess understanding of food systems economies, and social justice related to the availability of healthy food options in low-income communities, or other relevant food issues.
- Positive attitude, flexibility, and excellent customer relations skills.

To apply, please visit the City of Seattle's official website:

[http://www.seattle.gov/personnel/employment/default\\_neogov.asp](http://www.seattle.gov/personnel/employment/default_neogov.asp)

**This position closes on June 15, 2010.**